



CORDELL BANK, GULF OF THE FARALLONES AND MONTEREY BAY  
NATIONAL MARINE SANCTUARIES  
**JOINT MANAGEMENT PLAN REVIEW**

**COMMUNITY OUTREACH – Meeting Notes**  
February 20, 2003 Meeting

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**February 20, 2003 - Community Outreach Working Group Meeting Notes**

Julie reviewed the agenda, handouts and process for the day.

**Draft Action Plan/Problem Statement/Goal:**

Problem statements were sent out to all via e-mail. Half of participants responded in the positive (4+ on the consensus scale).

Clarification of problem statement-

ADD: “Umbrella” to use other sources to carry “word.”

Group consensus achieved

Clarification of goal-

ADD: Why is the Sanctuary relevant to people?

- Engage emotionally/”Care”
- Educate re: economic value to Communities (beyond fishing, ecotourism)

Group consensus achieved

Clarification of themes-

These were reviewed; some participants would like to see some of the elements of the categories moved around. Changes will be sent to Julie.

**Definitions:**

**Education** – teaching the facts, science, formal programs to very targeted audiences

**Outreach** – build general awareness, broad based

- Marketing=> product is the Sanctuary
- Measurability of effectiveness
- Establishing relevancy
- From this can come targeted awareness for specific education
- Strategic partners => hotels, etc..., to use/Promote Sanctuaries in their marketing => also sustainable economy
- Need to identify a healthy, sustainable economy (rather than “improved”)
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**Stewardship** – this group needs to define this word for use in the document.

Elements: -personal responsibility

- Individual action based on being well informed
- May need to tailor to target audience
- Build awareness/increase knowledge to get to Stewardship
- Community “doing” outreach for sanctuary => word of mouth.

- Use specialist to work with target audiences (ie Fishing specialists to work with Fishing Community)
- Sanctuary needs to provide opportunities and support for community groups to promote stewardship
  - o Pacifica C/C => GF supports visitor center and benefits from partners
  - o HMB High => GF seed \$ for marine science

### **Environmental Literacy:**

ADD: Include scientific understanding in definitions

### Outcomes were identified as follows:

- =>Outreach (raise awareness) ☐
- =>Education (building knowledge, connecting facts) ☐
- =>Environmental Literacy (changing attitudes) ☐
- =>Stewardship (change behavior) ☐ A continuous loop
  - input into decision making ☐
  - become active in outreach ☐
  - personal advocacy ☐

Creates a “Stewardship Circle”

- Connection to watershed (Land/water resource managers)
- Coastal Zone management => impacts and benefits are not “boundary centric”
- Training for specialists

### Target Audiences

Hand out (GFNMS/FMSA) Target audience planning piece

**Presentation re: CB/GF/MBNMS/FMSA programs, materials** – Dawn Hayes, Amity Wood, Jennifer Stock

### Publications

- Many promotional materials/freebies
- Much of outreach materials are publications – general and target audiences, resource issues
- Standard format to create uniform look
- Newsletters, including online version
- Posters – general, issue-specific
- Couple with curriculum
- Calendars
- “Ooh, aah” hook to draw people’s attention; bright colors, high finish

### Community Outreach

- Community fairs/site-specific fairs

- Symposia (research-related)-very helpful to teachers (maybe expand abstracts from 10 min to 15-20)
- Some free, some fee-based/partner with friends groups/others
- Fairs, lectures, interpretive talks, media
- Telepresence, including “virtual tours”

#### Electronic

- Lots of general information available
- Good place for info on involvement
- List-serves
- NOTE re: advocacy parameters-NOAA can do a “fact” statement; cannot encourage a specific position or action/need specific statutory language on prohibitions Hatch Act/Administrative Procedures Act?)
  - o Can publish list of meetings on issues
  - o Can publish volunteer programs of other groups

#### Interpretive signs

- Wayside signs, exhibits, visitor centers
- Weather kiosks – touch screen technology
- Directional signage to offices/visitor centers
- Exhibits at other groups’ visitor centers – Pacifica C/C, Cal Academy of Science, NPS at Pt Reyes, etc

#### Volunteer opportunities

- Collecting valuable data – beaches/oil spills etc, storm water monitoring, harbor seal monitoring
- Promote stewardship
- SACs
- NOTE: water database going statewide (EPA/SWQCB grant)
- NOTE: water quality is a good area to get people involved
- NOTE: beach closures data important to include in database?
- Americorps internships, others for various projects
- Coordinate as “umbrella” with other programs for internships
  - o FMR, community colleges, etc.

#### Regional opportunities

- Field guide for all three sites/watchable wildlife
- Targeted community events/joint NMS exhibit for all three
- Lecture series throughout region/advertise jointly
- Regional visitor center
- Interpretive displays at other sites
- Collaboration with NWS for weather, surfing, diving, boating conditions

## Sanctuary Waters vs. Non-Sanctuary Waters -why should I care?

### Targeted Audiences

- Coastal Publicly Owned Treatment Works vs. bayside
- Privately owned Treatment Works

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Consider adding these to the GFNMS/FMSA Target Audience Sheet under User/Impact Groups as industry:

Solid Waste Management

Recyclers

Supermarkets

What are the cross-cutting, broad based messages we want to get out?

Regional Opportunities

Media/Marketing

Historical designation of sites

- inspired by wildlife sanctuaries
- both from NMSA and each Designation Docs
- boundaries
- what industries are active in the sanctuaries

## Messages

Conservation/protection of resources/habitats

Ecosystem

- these three sanctuaries protect x number of endangered species, cultural resources (diversity of habitats, wildlife etc...)

Are there regulations that cross cut 3 sites?

Healthy Sanctuaries are good for all industries and activities

Healthy biota (this includes us as Humans too)

Collaboration of all users to protect/promote resources

Look to other marine organizations for messages

How the Sanctuary affects us and how we effect the Sanctuary

The role the sanctuaries play in the health of the ocean (SUCCESS STORIES)

- i.e. => of the 23 original species on the endangered species list, all have been raised to threatened/above (better off now)

These are OUR sanctuaries (Public trust)

### Potential story line:

History

What we've done so far

What still needs to be done to improve?

How to help, get involved, consider what YOU get out of the Sanctuary

Our next steps:

Further refine the **broad based messages**, content, and tying in the actions

Each of the four steps in the “circle” need to be fleshed to point us to the target audiences

Do we feel we need to meet more than just twice?

This does not need to provide all of the answers, but will act as a guiding document for the sanctuaries.

Further definitions ecosystem, biota, prohibited, allowed etc.; send to Julie if you have some

Baseline data (info) re: who knows what, regarding the sanctuary

Bring problem statements from all JMPR issues (all 41)

Next meeting date March 24, 9:30-4pm

HMB Lodge, tentatively